Yiwen Mei

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EDUCATION

University of Southern California   Jan.2023 - Dec.2024
MS in Analytics (Data Science), GPA: 3.94/4.0
Courses: Data Mining (R), Introduction to Data Management (SQL), Predictive Analytics (Python), Deep Learning, Enterprise Business Intelligence and Systems Analytics (Tableau, Google Cloud Platform, ML Ops Pipelines)

Xi'an Jiaotong-Liverpool University   Sep.2018 - Jul.2022
BSc in Financial Mathematics
Honor: Merit Student (Sept. 2020 & 2019); First Prize Scholarship (Top 5%) (Jul. 2019)

PROFESSIONAL EXPERIENCE

Teaching Assistant, University of Southern California   Aug.2023 - Present

- Collaborated with professor to manage weekly lectures by updating course materials, grading homework assignments and examinations of Predictive Analytics and Data Mining courses at Viterbi School of Engineering
- Provided one-on-one support to 71 students during one-hour weekly office hours, addressed their questions about RStudio and applications of different machine learning algorithms in Python, fostering students' passion for learning programming languages and data-driven decision making

Intern, FrieslandCampina   May.2023 - Aug.2023

- Conducted comprehensive marketing data analysis for New Product Development in Shopper Marketing Department, utilizing advanced Microsoft Excel functions such as VLOOKUP and Pivot Tables to evaluate Point of Sale (POS), in-store shelf data, and Vendor Purchase Orders (VPO) across Key Accounts (KA) and different regions
- Analyzed sales data of 4 different targeted age groups of a new milk powder product, identified key factors influencing sales trends and provided practical suggestions to improve the sales

Analyst Intern, Founder Securities   May.2020 - Oct.2020

- Conducted qualitative and quantitative analysis of over 10 semiconductor companies from the perspectives of industry overview and scale, business model, financial data of cost and gross profit margin, R&D investment, development trends, presented data and generated conclusion for better business continuity using Microsoft Word and Powerpoint

PROJECT EXPERIENCE

Spotify and Youtube Data Analysis   Feb.2024 – Mar.2024

- Performed in-depth Exploratory Data Analysis (EDA) on a dataset of 20,718 music tracks, utilizing Tableau to conduct both Univariate and Bivariate Analysis, compiling a detailed report presented through Tableau Story Format
- Created an interactive Tableau dashboard that visualizes the characteristics of the top songs and top artists from Spotify and YouTube, focusing on attributes such as danceability, energy, tempo, stream, and likes, and provide valuable insights for business users

Diabetes Prediction Using Machine Learning Techniques   Nov.2023 - Dec.2023

- Analyzed female patients' dataset with 768 samples using Python, did data cleaning for some features by replacing zero values with average value, and split the data into training set and test set by setting test_size = 0.33
- Applied Random Forest, Gradient Boosting, Logistic Regression, and Neural Network on the dataset, tuned the models using GridSearchCV for optimal hyperparameters, found the best 3 predictors using feature importance, achieved a prediction accuracy rate of 86% and provided valuable insights for identifying potential patients with diabetes

COVID-19 Cases in Continental United States for Year 2020   Apr.2023 - May.2023

- Handled coronavirus cases data per 100,000 residents for each county by removing counties with a low number of cases (threshold set at 22 cases), and ensured geographical accuracy by focusing on the continental U.S.
- Applied ggplot and ggmap packages in Rstudio to visualize spatial data on maps (the size of the circles showed the number of cases in each county), and created an interactive Tableau dashboard to highlight the areas with more cases

SKILLS

- Technical Skills: Python (Keras, Scikit-learn, Matplotlib, Numpy, Pandas, Machine Learning, Tensorflow); R (dplyr, ggplot2, R Markdown, RStudio, Data Visualization); SQL; Microsoft Excel (Pivot Table, VLOOKUP); Tableau; Microsoft Power BI; Snowflake; Google Cloud Platform (GCP); A/B Testing